



More Walk, Less Talk:

Build Your Brand through Culture & Customer Experience

Brands are built by what you do, not what you say. In this inspiring and instructive session, learn:

- ✓ how to drive your brand into your culture and implement a brand-building mindset throughout your organization
- ✓ how to translate your brand into compelling customer experiences
- ✓ how to apply the approaches and tools that successful companies use to close the gap between brand vision and operational reality

“Transform brand-building from a costly, discrete, and subjective activity into the most integral way of managing and growing your business.”



denise lee john

president & consulting partner, denise lee john, inc.

denise lee john has been inspiring and teaching companies how to **operationalize their brands** to grow their businesses for over 20 years. World-class brands including **Sony**, **Frito-Lay**, **Burger King**, and **Nautica** have called on Denise, a brand-building expert, speaker, and writer.

praise for denise:

“a stimulating and enriching learning experience... excellent and generous interactions”

“a ton of best practices that we can implement right away”

“hands down, the best presentation I took in the entire conference”

“a refreshing outlook on how to more effectively manage brands in a company”

at the podium:

selected prior engagements:

Consumer Electronics Show
The Conference Board
Intersil Corporation
American Marketing Association
High Tech Marketing Association
BD (Becton, Dickinson and Company)
Institute for International Research
Cornell University

published by:

selected publications:

American Management Association
SmartBrief on Leadership
Advertising Age's CMO Strategy
BusinessWeek Business Exchange
Nation's Restaurant News
CMO Council's Marketing Magnified
MediaPost
Chain Store Age

quoted by:

Wall Street Journal, New York Times, IT World, Restaurant Business, BBC, CPG Matters

author of:

brand as business bites™

voted one of the Top 20 Marketing Blogs that Marketing Executives Actually Read

OPEN Forum monthly contributor

brand new perspectives

QSR Magazine monthly column